



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIX.

NEW YORK, JUNE 23, 1897.

NO. 12.

BOOKS OPEN TO ALL

OUR DISCOUNTS!

(SPACE and TIME.)

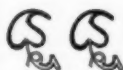
10 PER CENT
on 10,000 lines
or 312
insertions
Daily Edition.

10 PER CENT
on 5,000 lines
or 52
insertions
Sunday Edition.

(Either Space or Time discount is available, but not both.)

Graduated down to 2½ per cent for a less
number of times or amount of space.

THE PHILADELPHIA RECORD



invites comparison — rate for rate, and
circulation considered — with any other
medium of publicity in the United States.
For instance, our rate is 25c. per line
each insertion for the Daily Edition, and
20c. per line each insertion for the Sun-
day Edition. :: :: :: :: :: :: :: :: ::

For further information address
THE RECORD
PUBLISHING COMPANY,
Philadelphia.

Average Circulation in 1896:
Daily Edition, 170,402
Sunday " 124,234



Everybody in the country reads the local weekly.

Everybody buys what the local weekly advertises and recommends.

It alone occupies its own field — there can be no substitute.

Atlantic Coast Lists.

1,600 local family papers.

A million families reached weekly.

New England, Middle and Atlantic Slope States.

One order, one electro does the business.

Estimates and catalogue for the asking.

ATLANTIC COAST LISTS,

134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIX.

NEW YORK, JUNE 23, 1897.

No. 12.

THE REVOLT OF THE MEDICS.

By Marco Morrow.

The medical press—and by the way, there are 273 journals in the United States and Canada devoted to medicine, surgery and drugs—has been, in the past few weeks, bestowing much praise upon the Imperial Granum Company, because of its announcement that in the future it will confine its advertising entirely to the medical press. The company, in its current ads (found exclusively in the medical journals), says that "no recent event in the medical world has caused such widespread and most complimentary notice," and reprints very fulsome praise from more than a score of the leading medical journals. The notices reprinted intimate pretty plainly that other manufacturing pharmacists must fall in line with the Imperial Granum Company, or be prepared to meet the determined opposition of the members of the medical profession. For instance, the *Alkaloidal Clinic*, of Chicago, says:

"Let us keep a list of those who advertise directly to the public, and make it a rule not to prescribe or recommend the product of men who are trying to take our livelihood away. This is not spite or jealousy; it is simply self-defense."

It seemed to me strange that the representatives of a profession supposed to be ruled so largely by the high ideals of "ethics" should stoop to the boycott even for self-defense, and I accordingly took the articles to several physicians, asking for an explanation.

"Is the public to understand," I asked one of them, "that you would decline to recommend a good thing, simply because it is advertised in the newspapers?"

"Well, you see," he replied, "a really good thing need not be advertised in that way."

"But suppose," I pursued, "that

the Imperial Granum people, after a year or so, should begin advertising in the magazines again. You recommend that preparation now; would you, in that event, think it right to reverse your judgment and tell your patients that it was not a good thing?"

"Oh, this is a question of ethics," replied the doctor, "which I suppose an outsider finds difficult to grasp. I have no doubt that I would recommend something else equally good, but which conforms to the best usages of my profession."

The next physician I got up next to winked one eye, and said simply:

"Young man, I have a half interest in the drug store next door."

He catches 'em coming and going.

Several physicians declined to discuss the question "with a member of the laity," and several others said that they used in their practice whatever they pleased—damned pleased, one of them put it. Finally I ran across a candid gentleman, who seemed to me to have the whole subject well in hand.

"It isn't so much a case of professional jealousy," he said, "as journalistic jealousy. There are about six times too many medical journals in the country, and it keeps them hustling to make both ends meet. The publishers of our journals see money going to the daily press and the magazines which they think ought to come to them, and they are simply trying to stir up an agitation among the doctors on the subject, that they may get a larger share of the manufacturer's advertising appropriation. That's the way it looks to me, at least. It's not so much to protect the medical profession as to protect the medical journals. Now, here's the *Journal of the American Medical Association*," and the doctor pulled a copy out from a pile of odds and ends, "that is waging a war along this line. Here it calls to time: McKesson & Robbins (advertisers of Tartaralithine), Mariani & Co., Thomas

F. Goode, Schieffelin & Co., Scott & Bowne, Doliber-Goodale Co., and several others, and says that 'the profession ought to discriminate sharply between manufacturers, and decline to prescribe anything made by houses which descend to the methods of the patent medicine men to push their goods upon the public.' Now, I believe I'm a stickler for ethics, but I call that rot. Cod liver oil, lithia water, baby foods and the like are not, strictly speaking, medicine; and there is no reason which I can see why they shouldn't be advertised direct to the public. As you say, the position the journals try to force us to take would make the profession appear like a set of hogs—and we are not all that yet—not quite. I frequently go to a house in the winter in our poorer districts, where the first thing I prescribe is warm blankets. I suppose our medical editors would insist that I ought to see to it that the blankets come from a dry goods house that does no advertising. I tell you it's all rot."

And there you are.

PRESS AGENTS.

One of the first branches of business to employ a press agent was that of land booming. The large syndicates which were organized to develop certain tracts of land in the far West found that although advertising brought them good returns, they needed something more by means of which their scenery and climate country could be made popular. The press agent was the solution of the problem. The proper man was found, and departed on his mission of education to the far away places where men with bank accounts were looking for new homes in pleasant places, and presently the country newspapers began to bristle with descriptions of farm lands in the domain of the press agent, unrivaled for productiveness and home sites, which, in point of climate and scenery, were absolutely perfect and so desirable that the reader was led to believe that every day spent away from the place was a day thrown away. The land booming press agent has come to the East, and is an important factor in the development of new summer resorts and residence annexes to large cities.

Another field for his usefulness was found by the press agent with railroad corporations. In one instance a railroad company had gained the ill-will

of many newspapers, and criticism of its methods was a daily occurrence. The directors created the place of press agent and installed an experienced newspaper man with power to make investigations on any subject and instructions to make public such matters pertaining to the road as would counteract the previously circulated reports. A few months after he assumed control of the place the press agent said that the adverse criticism had ceased and that the newspapers had been won to the road's friendship.

"But that is not all," said a press agent who had served in that capacity for years. "Even society needs its press agents, and there are men in New York to-day who receive pay for keeping the names of men and women who are on the edge of society before the public. These people are partly in the swim themselves, but are not averse to earning an honest dollar, and they manage by hook or by crook to have Mr. Nobody and Miss Wouldbe mentioned in connection with society matters occasionally, and by that means stimulate their vanity, and give them hope that some day they may be able to enter the sphere for which their press agent is preparing them."—*New York Tribune*.

VACATION-TIME BUSINESS.

Many things are needed for a vacation trip. What are you doing to attract this trade? If you have not made any effort in this direction, make a list of what you and your family would require for a summer's outing. This will give you some idea of what to work on, and you will find that pretty nearly every department in an ordinary dry goods store is necessary to furnish a full outing rig.—*Dry Goods Economist*.



"FULL PAGE."

WITHHOLDING CIRCULATION FIGURES.

The *National Advertiser*, one of the most confident and assertive of PRINTERS INK's babies, prints in its issue of June 8th an anonymous communication from an assumed-to-be Boston publisher, who asserts that he refuses to tell what his circulation is and gives seventeen reasons for that course. The Little Schoolmaster has examined the reasons, and for the instruction of other pupils and younger babies reproduces them here, together with wise comments upon each:

Many papers claim that every publisher ought to state his circulation; that, in fact, no advertiser should deal with a publisher who refuses to do so. In answer to which I have to say that papers stating their circulations and swearing to them do not get as good prices for space as those refusing circulation figures.

This is a reason why advertisers should patronize the papers that give most for the money.

Circulation is about the least tangible point of information concerning a newspaper.

It is the only point that can be exactly known and definitely stated.

It seldom means anything, and is often misleading and contradictory. Exact figures—no matter how big—do not indicate character or quality. This very exactness leaves much to guess at.

They do not indicate character or quality, but they do indicate quantity, and after all that is what the advertiser most wishes to know. He can guess at character and quality by examining the paper.

If I am doing business at a profit, and advertisers who are using my paper are making it pay them, why should I disclose my circulation? Could I not persuade a discriminating advertiser to use my paper by showing him a list of advertisers who were using it profitably as easily as I could induce him to patronize my paper by telling him its circulation? And if I do persuade him, and he finds on personal trial that the paper pays him also, what's the use of stating my circulation?

The publisher who is doing business at a profit and believes that were his actual issues known his profitable business would be injured thereby, acts wisely in refusing to tell his circulation. His best course is to point to the respectable old houses who continue with him contracts made years ago, and which they hate to stop because they have run so long.

If I wanted to dispose of my plant, which would influence the purchaser most, and which would bring me the better price—a mere statement of circulation figures, or my books showing the profits of the paper?

The publisher who will not tell his

circulation generally relies, when he wants to sell, upon showing what his profits *once* were, not what they are now.

I should be at all times perfectly willing to tell my circulation to any advertiser who is discriminating enough to analyze its value, and who understands that it is possible to have a paper that, as a paying advertising medium, is just as good or better than another paper with three times the circulation.

The newspaper man who is always looking for the advertiser who "is discriminating enough" is really looking for "tenderfoot" advertisers who are satisfied with generalities and are too modest to insist upon facts.

But in my experience of twenty years I have had no reason to believe that the average foreign advertiser is discriminating, or that he would be able to appreciate how a paper with one-third the circulation of another could still be more valuable to him. I have generally found that they either have not the ability to judge, or, if they have, they do not exercise it.

The average foreign advertiser, who pays his bills, is rarely able to appreciate how a paper with one-third the circulation of another can still be more valuable to him. If they have that sort of ability they find it more profitable not to give it too much "exercise."

Again, I find that I can get all the business I can carry without my advertisers insisting upon knowing my circulation figures, and as my paper is evidently yielding them satisfactory returns, and they show no desire or intention to combine in order to compel me to state my circulation, why should I tell it?

If he thinks by telling his circulation he will induce his advertisers to leave him, he surely should not tell it. There are a good many publishers who are in the same boat. When a publisher will not tell his circulation it is always because he knows it will be more sensible to keep the information he possesses on that subject strictly to himself.

Take your own city for an example. I understand that there is one paper in New York that is credited with only 100,000 circulation, yet it not only receives for its advertising space as much per line as papers that swear to four times its circulation, but it is regarded as the best advertising medium and carries a much larger proportion of the local business. Does not that instance prove—right in your own city—the truth of my contention?

There is no such case, but there are several papers in New York that are receiving ten times as much money for their advertising as they would receive if the advertisers knew how small their editions are. These are wise in withholding all information about circulation.

There are many cases where the discrimi-

nating advertiser might find that, on proper analysis, 50,000 circulation was worth much more to him than three times that of a different character. And if I have a circulation of 50,000 which pays the advertisers at the price they pay, what benefit could I derive by telling my circulation figures? It would simply handicap me in making contracts.

The discriminating advertiser fights shy of these supposed-to-be very high-grade papers. It is often found that the publisher who will not tell his issue will suppose a case of 50,000 worth more than 150,000, and thus convey the impression that he prints 50,000 when in fact he does not print 15,000. The biggest circulation liars in North America are found in newspaper offices where they decline to tell what their circulation is.

Circulation might be a great deal of help in securing business for a paper that did not have any advertising at all, but if I own a paper that is being published at a profit, why should I keep up this unceasing scheming in order to enable me to swear to a large circulation?

While the public supposes you have a large issue because you once did, you would be an idiot to tell the facts that would show the public how it is being fooled.

I might be selling my paper on its merits at two cents a copy, and never embark in any schemes to push its sale. Another paper might be selling at ten cents a month, or having what is known as a "cheap newsboy's sale." This other paper might, on some of its "hurrah" or "coupon" schemes, be selling largely to children, while my paper had an entire circulation in the homes and among the women. Under such conditions, I claim that 50,000 of my circulation is worth more than 150,000 of my rival's.

This may be so, and it may be that 15,000 of your circulation is worth more than 150,000 of that of the other paper. It may be that the discriminating advertiser would freely admit this. But if he thinks you do not issue the 50,000, or even the 15,000, what then?

If I were to make a truthful statement of circulation it would be discounted, just as such statements are in nine cases out of ten. Very few circulation statements are believed by the advertisers.

Publishers who are not in the habit of telling the truth believe that their truthful statements would be discounted. Perhaps they would for a time: but the publisher who habitually tells the truth about his circulation is always believed.

There are very few instances in the country where the paper with the largest circulation gets proportionate rates for its circulation or carries the largest amount of business in the city in which it is published. If the average advertiser appreciated these facts, or had

traveled and informed himself how such a state of things could exist, then I might rely upon his discrimination and tell my circulation.

Papers with the largest circulations rarely get advertising rates in proportion. That is one reason why the wisest advertisers seek them out and use them exclusively.

The object of most daily papers—particularly those that make no profit on their sales—is to establish a good advertising medium. This can be done more effectually by legitimate means—by catering to and securing a particular class of readers that the advertiser wants to reach—than by injudicious struggling for quantity of circulation without regard to quality.

This may be all true, as stated; but the quality of a paper is known to the community, and is shown in its columns. If it tells the quantity, then the advertiser knows all he needs to know, and may discriminate as much as he desires to.

And, after all, what constitutes circulation? It has not yet been defined. A certain advertising publication claims that it is the number of copies printed. What chance has a man with a picked circulation among advertisers who have been imbued with any such silly theory? Besides, advertisers generally do not pay for circulation. That is, they won't pay according to the figures claimed. What basis can mere circulation stand on, therefore, when advertisers don't believe it and won't pay for it?

Let the publisher tell how many copies he prints, if he is not ashamed to let it be known. If he tells the truth advertisers will believe him, and will pay him the price they think the quality of his paper makes that quantity worth.

My position being clearly stated above, my reasons are obvious for refusing to give our circulation figures to any publisher of newspaper directories.

If this is a real case the reasons are perfectly obvious. The "reasons" are one only. It is this. The people who buy my advertising space think I print more copies than I do. On that account I shall, for the present, refrain from putting my name to any circulation statement.





THE SUN

*alone
prints all
the
news !*

THE GIFT FOR MONEY-MAKING.

The artist can teach his pupil certain principles of art—the fundamental facts relating to the mixing of colors, the rules of perspective and other technical details relating to sketching and painting—but he cannot impart his genius to the student. He cannot instruct in that which puts soul into the picture. Genius must pre-exist, if the beginner in the study of art would take his place among the masters.

So in respect to the gift for money-making—one may be instructed in the principles of success, the observance of which will result in a moderate prosperity, but the gift for attaining pre-eminent success is not to be acquired by the study of examples nor the observance of rules. It is inborn.

It is a fact in every-day observance that one man succeeds where another, with the same equipment in facilities, fails; and it often is impossible to find the reasons for the contrary results of the same direction of effort. "Luck" is often credited for the showing; but the man has more to do with it than any favor of fortune. One patient struggler dies in poverty in the midst of the boundless opportunities afforded in a civilized community, while a Jay Gould would find some way to make money in the Sahara desert. Here and there, in out-of-the-way places, men are to-day making fortunes where ordinary mortals must struggle to keep body and soul together, simply because the former have the money-making instinct which discovers opportunities that are not visible to the average observer—because they see the openings in the least hopeful environment.

The instances in our own time and country of the rapid accumulation of wealth are not confined to the Vanderbilts, the Astors and the Rockefellers, who are specially distinguished by the gift of money-making; they abound in numberless communities. But far away in the ends of the earth, outside of the pale of civilization, men have shown marvelous resources in this direction, and a consideration of a few examples which come to mind will establish the fact that money can be made anywhere—when the right sort of men undertake it!

Twenty-seven years ago a young physician, Mathieu Auguste Bibeiro, despairing of success in his overcrowded profession in Portugal, picked out

the little island of St. Thomas, not far from the African coast, in the Gulf of Guinea, as a place where he might hope to establish a practice among the natives. He landed there with money enough to buy a mule and three months' provisions; and traveling mule-back through the mountains he soon established a lucrative practice. And as he journeyed he looked—and thought.

He observed the astonishing fertility of the soil of the little island; and he had the perspicacity to see that in point of light, of humidity and heat, it presented great advantages for the cultivation of the cocoa tree. He quietly went to work to purchase land, investing every dollar as rapidly as he could save it. Land was cheap and natives could be hired for a few pennies per day to plant vast tracts with the young cocoa plants. He lived in poverty that he might buy still more land and plant larger areas. Every one thought him crazy; but he was a genius of business. He had correctly calculated that the island furnished the exact conditions necessary to produce the finest cocoa beans in the world—a rich, well-watered soil, humid atmosphere, freedom from cold winds and protection from violent storms; and the world soon realized that the little island, which was scarcely noticed on the map of the world, was a veritable gold mine to the young doctor who had the gift for money-making, and who now counts his wealth by millions.

The difference in the faculties of men for money-making is strikingly illustrated by the news that a number of Canadians had to be assisted recently to return from Brazil, whither they went to engage in coffee-raising, which they could not make profitable; whereas a poor German lad, Carlos Schmidt, with his savings of a few hundred dollars, landing at Rio Janeiro, after devoting some time to a study of the coffee industry in all its bearings, prospered amazingly because he possessed a positive genius for discovering right openings and brought to the development of his ideas the right kind of money-making talent.

Money can be made anywhere, when the right kind of man undertakes it.—*Keystone, Philadelphia.*

♦♦♦
If your business gets into a rut, advertising is the horse that will pull it out.—*Up-to-date Ideas.*

A Typical Case.



The steadily growing demand for
THE NEW YORK TIMES.

HENRY TIETJEN is a newsdealer with two stands in New York, one at 2167 Eighth Avenue, near 116th Street, and one at the corner of Park Place and Church Street. This is the statement he signed on Monday, June 7, 1897 :

"I have been a newsdealer for a great many years, but I am free to say that I have never before seen a three-cent newspaper grow in circulation as has THE NEW YORK TIMES. My sales of THE TIMES have been steadily gaining for some time. I had thought that with the advent of June the sales would drop off a little, as newspaper circulations have invariably, in my experience, gone down at this season of the year. But this is not the case with THE NEW YORK TIMES. The demand keeps growing. Of many other newspapers I sell less copies than I did a month ago, but of THE TIMES I sell more."

This report is representative. Nearly every newsdealer in New York and vicinity announces similar gains.

The New York Times.

"All the News that's Fit to Print."

THE DEPARTMENT STORE.

By Joel Benton.

The original Mrs. Partington, of Sidmouth, England (not the one created by our Boston Shillaber), had a house on the Devonshire coast whose front door was repeatedly invaded by the ocean. At first, she valiantly swept the water back or mopped it up as best she could. Finally the inflow became too great for any such primitive dealing with it, and, seeing the inevitable, she removed to higher and drier quarters.

It has been evident from the very first that the enemies of the department store have been performing the Mrs. Partington episode over again. They have invoked legislatures, and used the press and other weapons to suppress it; but it not only stays but extends its triumphs.

The secret about it and about its power is that it is a part of the modern commercial evolution, which, having multiplied production and improved and cheapened transportation, has now taken hold of a new force in mercantile distribution. Of course, it cheapens goods and disturbs old methods of trade and works some regrettable injury to old-time dealers. But it is, nevertheless, a step in the forward movement of the world, which discards old ways when new ones are discovered that produce more efficient results.

The department store, however, is not so much a new species of thing as it is an enlargement to a surprising degree of the differentiation and quantity of goods which a cross-roads country store must usually keep. On this very account the legislatures that tried to limit by statute the number of things a store might buy and sell failed to frame a statute that either did not do too much or too little. To say that no single firm should in one locality keep more than two or three classes of articles would abolish almost every other store as completely as the one aimed at. To say that a single store should be confined to twenty classes of goods, and not go beyond these, would still leave the big conglomerate institution a reasonably healthy existence.

On top of all this, too, was to be considered the question of constitutionality—a very grave one when the nature of such an act is considered. On what grounds can a person or firm be prohibited from buying and selling things in themselves harmless and

necessary? If the law can forbid a very considerable number, why not all articles but one? Or why not dismiss merchants altogether? But, supposing such a law to survive legal attack when once established, could it count upon security against evasion? There would be ways to divide up a block or to have various separated stores in close propinquity which could be differently named and yet which would subsist on and be controlled by a common capital—when all the trouble so laboriously suppressed would come back.

So, at least, the tentative attempts to control the monster have so far shown. No modern Joshua, either, is now likely to be found who can make the sun or civilization stand still. Nor is he wanted, if he can be found. For the people want the advantages of cheapness and convenience that the department store gives. As the stage-coach lines had to give way to steamboats and railroads, with some suffering to a few proprietors, but with vast public gain, so must the smaller store, except where a few natural fields for it may remain, subside to give place to its successor. In one way and another the welfare of all will finally coincide under the new order, and the present Mrs. Partingtons, with their mops and brooms, will some day wonder why they ever attacked so futilely so oceanic a force.

THE SAMPLE RUSH.

"How did the manager get all those women out of that burning building so quickly?"

"He went on the stage and announced that a man down at the entrance was giving away samples of baking powder."—*Puck*.



MADRAS BOSOM SHIRTS—laundered—white bodies with double-link cuffs—\$1.25 and \$1.50 for similar qualities elsewhere—tomorrow at the Washington street entrance

85c.

CARSON, PIRIE, SCOTT & Co. sprinkle over their page ads in the Chicago papers figures of little ones in all kinds of essentially childish postures. The effect is often humorous and attractive.

The Garden City and Garden County of the Golden State--California--is San Jose, Santa Clara County

which is the home of the

San Jose Mercury

DAILY
SUNDAY
WEEKLY

the only morning newspaper in a prosperous city of **30,000 population.**

Its circulation is not limited to its own county of **60,000 population**, wherein the MERCURY has thousands of subscribers, but covers thoroughly five adjoining counties. The MERCURY

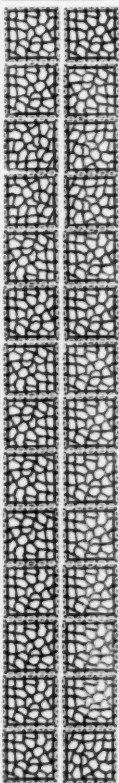
reaches the vast population

between San Francisco and Los Angeles and is an excellent advertising medium for that region. Circulation positively guaranteed to be larger than that of any paper published between these cities. For more information, rates, etc., address

or ---

C. J. OWEN, Business Manager,
D. M. FOLTZ, Eastern Manager, **SAN JOSE, CAL.**
34 PARK ROW, NEW YORK.

The Element of Chance



in advertising is always present when a man uses the magazines and city papers, because he has so many kinds and conditions of people to deal with.

What hits one class altogether misses the others. He spends \$10 to get the result that \$1 would bring if he could single out those he wants to reach.

As far as certainty goes in advertising, just that certain is the advertiser who uses the Chicago Newspaper Union lists. The readers of those papers are very much alike. Their ideas and tastes run in the same channel. What influences one influences the others. They ALL read the home paper.

When you use our lists you reach most of the people in a particularly prosperous territory—the Great Middle West.

CHICAGO
NEWSPAPER UNION,

87-93 S. Jefferson St.,
Chicago, Ill.

10 Spruce St.,
New York, N. Y.

A. A. VANTINE & CO.

AN INTERESTING INTERVIEW ON THEIR
ADVERTISING WITH F. JAMES GIBSON,
THE ADVERTISING MANAGER.

On the fifth floor of the commodious
store of A. A. Vantine & Co., at 877

gested by my observation, that you
always take full position—that is, next
to reading matter?"

"We did formerly, but of late we
have made a radical departure. Now
we invariably take position near to if
not next to first-class dry goods ads.



F. JAMES GIBSON.

Broadway, on a recent day, a representative of PRINTERS' INK found Mr. F. James Gibson, the advertising manager of the concern. Ushered into his den, that gentleman readily accorded the interview which follows:

"Is it a fact, Mr. Gibson, as sug-

The reason for this change lies in what seems to us a fact—that to shoppers the most interesting part of the paper is its advertising. As it is a practical fact that women do from 75 to 90 per cent of the buying—and this I should rather take to be an under-estimate—

we want our position to be as good as our judgment, experience and money can buy."

"It is your judgment, then, that politics and current news do not attract women?"

"They are notoriously not so much interested in politics and general news as they are in where they can spend their money to the greatest advantage. The income of the average American family is none too large anyway, and as it therefore becomes necessary for the average housewife to make her dollar go as far as it can, it naturally behooves her to study the advertising columns, for there, and practically there only, are recorded the opportunities which will let a moderate income cover luxurious tastes."

"What space do you take in dailies?"

"We use from a quarter or less to the amount of about a full column, but when we use the larger space, it is usually double column."

"What is your design in these ads?"

"In the smaller ones, we generally try to run only a few items in the same line of goods, usually preceded by an interesting introduction. In the larger ones, like in the average dry goods ads, we incorporate more items of various departments."

"What is the rationale of your display?"

"A desire to have all our ads present a uniform appearance. This we so try to impress upon the minds of our public, so that even if we should omit the name Vantine (an experiment which, of course, we do not care to make) they would immediately know it as ours anyway. The name is usually set up in moderately small type, so that we shall have more room for items and prices."

"You occasionally use outline cuts?"

"We use them frequently, and believe in them thoroughly. We invariably make them Oriental in character in consistence with our business. Yes, there are no firmer believers in illustrations than ourselves. A picture is of itself an attraction, no matter how crude, and when it represents a suggestion for the use of the goods it becomes a very valuable advertising aid."

"Now, Mr. Gibson, what media do you use?"

"Practically all of the local dailies, omitting only those obviously not reaching our constituency."

"Do you occasionally not run to reading ads?"

"Never, except in the trade journals, of which for our purposes we use a great number—advertising in them for the sake of our wholesale branch. In these reading notices we illustrate with Oriental pictures appropriate to our business and its resources. For instance, I have one now before me on the subject of furniture. This contains a picture (half-tone) of our Yokohama warehouse. As we have five of these warehouses in Japan alone—a fact we are careful to impress—you'll readily note what a splendid advertisement of the firm's facilities this becomes. We use the following lines of trade journals: Furniture, dry goods, crockery, carpet, upholstery, drug and jewelry."

"The magazines?"

"Now only to a limited extent. We have changed our policy with reference to them, latterly confining ourselves more to the local dailies for retail advertising. For mail orders, however, we occasionally employ the *Ladies' Home Journal* and the *Youth's Companion*."

"How about weeklies?"

"Don't use them now, for a reason which applies to the monthlies also. Our present policy inclines us to use no media not producing direct and reasonably immediate results."

"Then, of course, you do not employ the religious press, either?"

"Very little, and then only for mail orders. We are after direct results, and these will only bring indirect benefits, having value only in the general way which even the most desultory advertising has. For this reason, too, we do not take much space in ephemeral publications, such as special programmes or souvenirs, or those which may be characterized as schemes, although we do use the regular theater programmes."

"What has become of *Vantine's Monthly*?"

"Discontinued. Although it enabled us to disseminate much high-class Oriental news, we found we could use the money to better advantage. So we now employ it in swelling the fund for the daily papers. After all, for our business, the best media by long odds are the daily papers."

"I don't see your ads in the street cars or the 'L'?"

"They do not appear there, because

we like to use arguments, and you know the space limitations utterly prevent that. For the same reasons we abjure the hoardings."

"How about novelties?"

"We do not run to them. The nearest approach is this Oriental circular, printed in Japan. This is the only one I have left. You'll note the colors. They cannot be produced here, and the paper is Japanese crimply, which has never been made in this country, so far as I know."

"You key your ads, I presume?"

"We have a regular system of keying results, but it is necessarily imperfect. Yet it acts as a very valuable check. This is the form. As you

at a publication, and I think I can give a pretty shrewd guess at the probable circulation and the publication's value to ourselves from the earmarks it bears upon its face."

"How do you judge?"

"Well, I read the editorials. From these I can generally tell the social and financial character of its readers. Paper, type, display and what not help to tell the tale. Then, too, if the publication runs schemes, such as voting or guessing contests, and that sort of thing, it tends to lay it open to suspicion. Then, too, you can often get much inside information from circulation men on other papers. For instance, if the claim be 100,000, and

ADVERTISING DEPARTMENT.

A. A. VANTINE & CO.,

877 & 879 Broadway,

New York, 1896

The following goods were advertised in _____

Please report results, as to calls and sales, to Advertising Department, by 10 a. m. next.

see, it is simply a request to the department manager for calls and sales of the goods advertised, a copy of the ad always being pasted on the form. When we advertise for mail orders, we key in the conventional ways."

"Through whom do you place?"

"Direct."

"How about circulation claims?"

"We take no publisher's word regarding circulation, unless it is accompanied by a detailed statement such as would be guaranteed under the system formerly in vogue in the office of the American Newspaper Directory. We take no stock in sworn statements of circulation unless accompanied by detailed evidence. In this connection I'd like to say a good word for the *Evening Post* and the *Journal*. They are always willing to make a detailed statement of any and every day."

"Are you, Mr. Gibson, a fair judge of a publication from its appearance?"

"That's a searching question. I form my own conclusions when I look

opponents concede 50,000, you make your own inference. I've also found that the publication which will drum you the hardest is not always the most satisfactory one to use. Then, there is, of course, the infallible testimony of the advertisements which the publication carries, which always tell an eloquent story. And, finally, is the publication in question liberal with reading notices? If so, its value is in the inverse ratio."

"In your judgment, which are most valuable, morning or evening papers?"

"We confine our ads principally to the Sunday and evening editions of the morning papers and to the evening papers. The evening papers are taken home to the family circle, whereas the morning papers, particularly the cheaper ones, are usually taken down town and left there."

"One word about the Sunday papers.

In my opinion they are growing to be too large and unwieldy. The more sensational ones, which fill up their

pages with large and startling pictures, are making it extremely hard for the advertisers to secure that attention for their announcements so necessary for their financial benefit.

"I would like to controvert as far as I can one little error into which so many intelligent advertisers seem prone to fall. They do not seem to

Let's go to Vantine's.

The essence of daintiness.

Imagine a Japanese hand-painted fan, with delicate landscape and figure decorations on white silk ground—treated with wonderful artistic skill in soft color tones.

The figures, four in number, are of Jap men and women in ancient costumes.

The colors are violet, soft blue, pink and old green.

The sticks are of enameled wood and the side sticks are of polished ivory, with gold traced side decorations. The frame is of fine Japanese wood, with tassels of silk.

And think of buying one of them for \$1.00!

PRICE REDUCTIONS IN ALL DEPARTMENTS



A.A. VANTINE & CO.

Largest Japanese,
Chinese and India
House in the world.

677-679 Broadway, N. Y.

be able to dissociate the character of the paper from the character of its advertisers. I don't take stock in the idea that because the paper is sensational the advertisement in it will not receive the confidence of the public. The shopper and the public at large are quite able to distinguish between a sensational newspaper and a reliable advertiser."

S. W. JACKSON.

TWO CLASSES.

Most men know a good thing when they see it, but they have to see it. The few who can find it when it isn't visible are the originators. *Chas. Austin Bates' Criticisms.*

THE SIEGEL-COOPER NAME PLATE.

The Little Schoolmaster recently had a conversation with Mr. Chas. F. Jones, who manages the advertising of the Siegel-Cooper Co. in New York. In response to questions as to the new name plate recently adopted by the firm, Mr. Jones said:

I have been endeavoring for a year to persuade the firm to make the change, and have at last accomplished it. It saves a great deal of space in each advertisement, and advertising space costs too much to waste it. Our former name cut occupied a space of about 42 lines in the double-column size, while our new cut occupies 22 lines, and secures nearly if not quite as much prominence and size of letter. This saving of 20 lines on each advertisement will amount to about \$10,000 a year for us. We spend here in New York City alone over \$300,000 a year. Now, at least one-thirtieth of each advertisement is used for the unnecessary size of the name, as we usually run on week-days a number of

SIEGEL-COOPER
SIXTH AVENUE 18th & 19th STS
NEW YORK

THE BIG STORE

smaller advertisements in preference to one larger. Again, to figure it another way, if we have two advertisements a day in four papers (and this is less than the average) we save on the eight advertisements 160 lines. If the average price per line was 20 or 25 cents this would amount to \$32 to \$40 a day, or at least \$10,000 or more a year. One of the first suggestions I made to Mr. Siegel on arriving in New York was to rearrange our Chicago name cut, and not only improve it in style but save money by putting the "Co." on the same line with the Siegel-Cooper, and thus decrease the space occupied. He, however, is very conservative about making changes, and would not agree to it until re-

THE BIG STORE
SIEGEL-COOPER CO.
MEET ME AT THE FOUNTAIN SIXTH AVE. 18th & 19th STS.

cently. His argument was that the firm had spent hundreds of thousands of dollars in advertising the name in this shape, and now could not change for a saving of \$10,000 a year. I argued that as the firm had never existed in New York, no money had been spent to advertise it here, and therefore the time to make the change was at the opening of the New York store, letting the Chicago house keep the old-style name if they so desired. But Mr. Siegel wanted to keep the two store names alike. The Chicago house will do nothing at present in regard to the matter until we have tried the cut for some time in New York, and then it may change it in Chicago also.

A GREAT CONFLICT.

A conflict, a battle of life and death, terrible in its proportions and possible results, is now going on in this country. A man of ordinary brightness needs only have the plain conditions pointed out to realize the truth of this assertion. It is the conflict between the aggregated wealth and concentrated energy of the merchant princes and department stores of the big cities for the complete control of all retail business on one side and the small retail dealer with his comparatively small store, small stock and limited trade, for mere existence on the other. The battle is no longer confined to the cities; the postal system and the common carriers have been brought into requisition and the trade of the small-town merchant is feeling the ill effect all over the country. Two examples of the results of this new condition will be sufficient for our purpose. In the past five years single-line merchants to the number of over two thousand have been forced out of business in Chicago; in Omaha in the past year over fifty have gone in the same way. The business in both instances has been absorbed by the department stores, these numbering in Chicago less than two score and in Omaha less than a half dozen. In the smaller towns the results cannot be so easily traced, but the wail of "hard times" and "no business" from the local merchants, when thousands of dollars are sent annually from every small town direct to the big cities for goods the local merchants handle and should sell, is evidence enough to prove the statement. Many local merchants do not realize to what extent this class of business has undermined their business; even to the extent that the system of local stores and small towns and small enterprises is in danger of destruction. They have only to open their eyes, look about them, and they will realize the fact that it is time something is done. The single-line merchants of most of the large cities are now organized, but the efforts they are making and the results achieved are not known at present.

How have these big merchants and department stores succeeded in getting such a hold on the retail trade? you ask. It would be difficult to tell every cause which is contributing to this result. A few can be noted without much deep research. Large capital,

coupled with a thorough knowledge of business principles and of the goods sold, is one factor; another is the strictest attention to every detail, and last, but not least, unremitting and, in most instances, exceptionally good advertising. The greatest thing lacking, and one which the department store manager tries hardest to secure through his employees, is the social acquaintance and personal friendship of his customers, which the local or single-line merchant can, or certainly ought to, completely enjoy.

To a student of the question, there is no doubt that cleverly worded and otherwise "catchy" advertising is, and has been from the inception of the department store idea, the one great thing that has caused people to flock to these emporiums in preference to the small stores. Does this not give the single-line or local merchant a very plain clew whereby to trace his lost custom and recover what he rightfully claims as his own? We think so. Not the kind of advertising some department stores do and have done, but similar to the best of it in persistency and earnestness. Not the kind of advertising that one Omaha department store was guilty of when it advertised "a good overshoe at 75c." One customer who was attracted by the ad found that it meant just what it said, seventy-five cents a shoe, a dollar and a half a pair—the regular "single-line" price. No, certainly not that or any other kind of trick, but in every issue of reputable local papers which go to the people of your trade territory tell your customers and would-be customers what you have to sell, how you sell it, and why they can benefit themselves by buying of you. This, with cordial and business-like treatment at your store, cannot fail to hold your trade in spite of merchant princes and big department stores of the cities.

Energy, vigilance and economy are prime necessities of this day and age; the big merchant and department store keep the words and the ideas they represent constantly in mind, and with the local merchant it is not necessary to drive the point home with a spike maul.—*Up to-date Ideas, Grand Island, Neb., for June.*

THE PLACING OF ADVERTISING.

A man can write fairly good advertising without much ability, but he cannot place it to advantage unless he have the knowledge which can only come from a long, practical experience.—*National Advertiser.*

The Nation.

TO ADVERTISERS:

The average weekly circulation of THE NATION was 9,720 copies in 1896. This number represents, however, but a portion of the actual readers of the journal, as it goes to all the leading libraries and reading-rooms throughout the country, and to the homes of people of intelligence and means everywhere. It stands alone in its field. The announcements of the leading publishers are a feature of THE NATION, which contains more book advertising than any other weekly paper. Schools find it their best medium. General advertisers having goods of undoubted merit cannot find a better medium. The utmost care is taken to exclude all unpleasant or unworthy advertising. The advertising rate is low, the circulation is large, and its readers are, as a class, the best buyers in the country.

Following is a record of the space filled by advertising in THE NATION during the last eight years :

1889, 637 columns.	1893, 1208 columns.
1890, 1060 "	1894, 1256 "
1891, 1182 "	1895, 1256 "
1892, 1195 "	1896, 1180 "

TERMS OF ADVERTISING.

Per Agate line, each insertion, 15 cts.
 Per column (140 lines), each insertion, \$20
 A page (420 lines), each insertion, 60
 Front cover page, " " 80

A book of our advertising Display Types, with discounts for repeated insertions and yearly contracts, and any other information, given on application.

PREFERRED POSITIONS AND CUTS—Twenty per cent advance is charged for special positions and for cuts. No cuts are inserted on the first page.

TIME OF RECEIPT OF COPY.—Copy is taken as late as 5 p.m. Tuesday for insertion in the issue published the following Thursday.

PUBLICATION OFFICE,

206-210 Broadway, ∴ ∴ ∴ New York City.

A National Semi-Monthly
covering the entire country.

FARM *and* HOME.

When it comes to newspaper publicity, and when both **quality** and **quantity** are desired, a paper with a **quarter million copies guaranteed circulation each issue** is surely worth considering. This is a **return-bringing circulation**, and one especially adapted to the uses of the **farm implement** and **machinery advertiser**. It will **sell anything** intended for use on the farm.

EASTERN EDITION,

SPRINGFIELD, MASS.

Guaranteed
Circulation,

120,000

EACH ✻
✻ ISSUE.

WESTERN EDITION,

CHICAGO, ILL.

Guaranteed
Circulation,

130,000

EACH ✻
✻ ISSUE.

It is used by all the **large advertisers** of the country, and **keyed advertisements** have proved it a **paying medium**. Ably and **carefully** edited, it presents the **practical side of farming**. Special **family features** make it **invaluable** for advertisers desirous of **reaching** the **women folks**. Ask us or any reliable agent for further information.

The Phelps Publishing Co.,

SPRINGFIELD, MASS.

27 Worthington St.

CHICAGO, ILLINOIS.

204 Dearborn St.

A POUGHKEEPSIE MAN'S PLAIN.

POUGHKEEPSIE, N. Y., June 10, 1897.

Editor of PRINTERS' INK:

The importance of being next to reading matter brings up a suggestion which I have never seen made the subject of comment. I have wondered myself often what advertisers and others think of the habit some daily papers have (one especially) of printing a dense advertising section of their paper which has no sentence of either news or reading matter in it, and which you see tossed aside on elevated and surface car seats, or thrown into the street a few minutes after the paper has been purchased. The purchaser, in fact, doesn't look at the discarded section or skim it over in most instances. He simply knows its advertising contents and will not bother with undifferentiated matter of that sort. As these advertisements which are left unread are paid for at high rates, does not the advertiser suffer a real loss from being made an occupant of the more juiceless pages? If the balance of the paper goes to the home or store, or is mailed away to a friend or acquaintance, it goes bereft of hundreds of advertisements whose beneficiaries are consequently made the victims of a much reduced circulation. Now, if the publisher would only put a few stickful of matter of some sort—be it miscellany, correspondence or news—in one column of each page of this now exclusively advertising section, the integrity or wholeness of the paper would be preserved. This would almost certainly be so, for no parts of the dailies which do distribute reading matter all about are ever separately tossed aside. The paper of that sort, where it falls into desuetude, does it like the deacon's "one-hoss shay"—it goes to pieces all at once. It may be said that the discarded parts of the paper I allude to are frequently picked up by others, and that it is not impossible but that some of them pass through three or more readers' hands. It is possible that this is the case; but I am quite certain that the passage through their hands is about all that happens to them.

They are not, I think, read as it is expected a paper kept whole will be. Their fate is vagrant and uncertain, and the value of the advertising space they carry must be, in consequence, very greatly diminished.

But I may be wrong, and I should like, if that is so, to hear what others may think of this question.

J. B.

A VALUABLE INTERVIEW.

Office of
THE AMERICAN TYPEWRITER COMP'Y,
265 Broadway.
NEW YORK, June 15, 1897.

Editor of PRINTERS' INK:

The immediate returns of inquiries and orders received from our published interview in *PRINTERS' INK*, June 2, have been most gratifying. The interview, as you know, was given your representative at his request, and was printed without the least cost to us. We were surprised at the number of inquiries and orders received, as we did not suppose that *PRINTERS' INK* reached the class of people that were interested in our typewriter. The results are so conclusive that we are pleased to give you our order for a quarter-page every other issue, T.F.

We will send you copy as soon as possible, and trust returns will warrant our continuing indefinitely. Yours very truly,

AMERICAN TYPEWRITER CO.,
Halbert E. Payne, President.

IN TENNESSEE.

THE DICKSON "PRESS,"
H. D. Best, Manager.

Largest Circulation, Best Advertising Medium.

DICKSON, TENN., June 7, 1897.

Editor of PRINTERS' INK:

I send you a short description of two ways of conducting the advertising for a country newspaper. The *Dickson Press*, of Dickson, Tenn., a town of 2,000 population, was launched June 1, 1896, by a man who had made some reputation as a writer, but had no experience in newspaper work. He believed home advertising should not be solicited—that all he could get would come to him without the asking. The paper continued nine months, at no time carrying more than 50 inches of home ads. It was then purchased by Best & Freeman. The first issue under the new management contained 180 inches of all alive paying ads, and for three months it has not fallen below this. A solicitor calls on every merchant in town at least once a week to leave a copy of *PRINTERS' INK* and say a word or two about *Press* advertising. As an extra inducement the merchant is allowed a change of copy every week if desired. The experiment has proved a success. One firm in town which had done no display advertising was induced, through the agency of *PRINTERS' INK*, to experiment some. Mr. W. A. Barnett, of W. A. Barnett & Co., grocers, decided to make a specialty of high-grade coffee for one month. When it is known that package coffee was selling at this time at 12½ cents per pound it can be seen that it would take a good ad and good coffee to sell at 30 cents. He took a quarter-page space in the *Press* and filled it with ad No. 1 of the two I send you. This was allowed to run two weeks, then changed to No. 2. The first month has proved so successful that he will continue to make coffee his specialty, using the same space.

H. D. BEST.

IN PORKOPOLIS.

CHICAGO, June 10, 1897.

Editor of PRINTERS' INK:

"Get your daily bread from this wagon" is on a baker's cart. "Our bicycle ambulance will call for crippled wheels," reads a sign. A shoe store advertises, "Quality, all kinds; prices, your kind." A knowing druggist has this placard in the window: "Come in—buy a stamp, wait for the car, or consult the directory." "The One-Arm Laundry" is on the South Side. "We will shake you for the drinks" is a saloonist's announcement. An undertaker has a sign in his window proclaiming the fact that he has a good line of caskets on hand, and that he gives 10 per cent off for cash. A colored man, garbed as Uncle Sam, advertises the Uncle Sam cigar. The anti-department store bill has been squelched at Springfield.

C. E. SEVERN.

A PERSONAL GRIEVANCE.

ATLANTA, Ga., June 4, 1897.

Editor of PRINTERS' INK:

When I miss a copy of *PRINTERS' INK* I feel that I have a personal grievance and that one of my old-time friends has failed to call. June 9th copy has got sidetracked between here and New York somewhere, and I will therefore ask that you mail me another copy of that issue.

AUSTIN HOLCOMB.

There should be no monumental lies in a stone-mason's ad.

NOTES.

MR. HENRY AUSTIN ADAMS is now, and has been for some time, the editor of *Dona-hoe's Magazine*, Boston, Mass.

THE Carrolton (Miss.) *Independent* is now an independent paper and not in any way a representative of the people's party.

THE *American Chess Magazine*—a monthly issued from Temple Court, New York, at \$3 a year, is the latest aspirant for public favor.

"THE Modern Business Building" as a safe and profitable investment is the subject discussed by J. Lincoln Steffens in the July *Scribner's*.

THE Pope Manufacturing Co., of Hartford, Conn., are offering prizes for photographs which are available for advertising illustrations.

THE Campbell Printing and Manufacturing Co., of New York, offers prizes aggregating fifteen hundred dollars for best work produced on Century presses.

It is announced that Mr. A. Cressy Morrison, for ten years advertising manager of the Pabst Brewing Co. in Milwaukee, has been appointed to succeed Mr. Alfred E. Rose in the advertising department of Scott & Bowne.

THERE are fewer than fifty newspapers published in the entire kingdom of Portugal, the population of which is nearly 5,000,000, or about the same as that of Pennsylvania, in which the total number of newspapers published is 1,433.—*Fourth Estate*, June 10.

PRINTERS' INK, New York, is a spicy little magazine. The June 9th number has an immense amount of reading matter of general and particular interest. Its pictures of "Newspaper and Magazine Names Illustrated" are quite pointed.—*Brooklyn Citizen*, June 13, 1897.

THE standing of the editor is never appreciated until his spirit has winged its flight to realms of endless space. This is clearly evidenced in the following letter of condolence, sent by a lawyer to the widow of an editor: "I can not tell how pained I was to hear of the death of your husband. He is in heaven. We were bosom friends, but, alas! we can never meet again."—*Newsperdom*.

THE Minneapolis *Journal* says: "A new automatic machine for affixing stamps on envelopes consists of a revolving drum, on which a long tape of stamps is pivoted, and a felt pad or sponge filled with water to moisten the stamps as they are drawn from the drum, the envelopes being placed in a row in the machine and sliding into position one at a time for the stamp to be attached by means of a pad which strikes it at the proper time."

A WRITER says that of the making of contrivances for opening envelopes there is no end. A New Yorker some time since patented a wire device which he confidently believes is going to supersede all others. A Wall street man is trying to float the stock of a company to manufacture this latest envelope opener. The inventor claims to have recently placed an order with a big corporation for 22,000,000 envelopes furnished with his patent opener.—*Bookeller, Newsdealer and Stationer*.

THE Colonial Society of Pennsylvania has undertaken to reproduce, in fac-simile, the *American Weekly Mercury* from its first issue in 1710 to its last in 1793. It was the first paper published in the middle colonies, and contains an almost inexhaustible mine of local and general historic matter. It has become so rare that no complete file exists in any one

place, but Charles R. Hildeburn, the recognized authority on early literary history in America, has been able to insure a complete reproduction from the collections of the Literary Society of Pennsylvania, the Historical Society of Pennsylvania, the New York (Lenox) Library, Yale College and the American Antiquarian Society.

TO WHAT depths yellow journalism may sink is suggested by the new Paris periodical, *D'Autre Monde*. It professes to be a journal for sinners, and to issue from the Quai du Styx, 13. Its paper is black, its ink the color of brimstone, and its point of view literally hellish. Instead of having fun with the shades of the departed, as John Kendrick Bangs does in his *Houseboat on the Styx*, *L'Autre Monde* reports what rejoicing there is in hades over one sinner who escapes from earth unrepentant. It prints dispatches from earth relating the latest achievements of Jack the Strangler, Jack the Ripper (called in French "Jack l'Eventreur"), and others destined some time to be among its readers.—*Newsperdom*.

FOR seventy years the American Institute of New York has held an annual exhibition. It is preparing for a big exposition which will open September 30 at Madison Square Garden and run six weeks. The exposition will include inventions and exhibitions of machinery from every State in the Union. Among the features will be a show of grocers' specialties, an art department for the works of American artists, an exhibit of grains, fruits and vegetables, and a flower show which, it is asserted, will exceed in cost and extent anything yet presented in New York. Exhibitions in other cities are being studied with a view to making this seventieth anniversary collection more notable than any of its predecessors.

THE Woodstock (Ont.) *Sentinel-Review* has conceived and carried out an original prize competition of ad criticism. Two prizes were offered some time ago for the best criticisms on local ads in the *Sentinel-Review*. A number of criticisms were submitted, and these were, in turn, criticised by J. S. Robertson, the editor of *Business*, of Toronto, upon whose report the awarding of prizes was based. The idea is a good one, and can be used to advantage by any publisher. Such a competition not only tends to bring advertisers into greater local prominence, but it will be helpful in showing advertisers just how their ads strike the people and where there is room for betterment.—*Newsperdom*.



Makes a woman's eyes
flash daggers to see
the

Wonderful Bargains
at our

Stocktaking Sale.

Great Reductions in all
Departments.

CALL AT ONCE

J. Bolland Jewelry Co.,

MERCANTILE CLUB BUILDING

7th and Locust Sts.

An advertisement from the St. Louis (Mo.) *Mirror*.

THE PRINTER'S "SAM" OF LIFE.

Lives of poor men oft remind us
Honest men don't stand a chance;
The more we work there grow behind us
Bigger patches on our pants.

On our pants, once new and glossy,
Now are stripes of different hue,
All because subscribers linger
And don't pay up what is due.

Then let us be up and doing,
Send in your mite, however small,
Or when the snow of winter strikes us
We shall have no pants at all.

Times, Moose Jaw, N. W. T.

A BORDER SUGGESTION.

While glancing over the pages of some of the magazines the impression was forced upon me that the dark, or heavy-faced, border is best employed when only one prominent line is used within it. The main line should be as heavy a one as the border will permit, and it should be the first one if possible; but the balance should be in light-faced type, if the card be designed to attract the notice of the reader.—*same.*

TRUE.

No man, however gifted, can foresee with certainty even the approximate results of an advertising campaign, because no man knows exactly how to gauge the public taste.—*National Advertiser.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WILL buy, for cash, an afternoon paper or trade journal. "J. I. C.," care Printers' Ink.

WANTED—Printers to try our half-tones, 1 col., \$1; 2 cols., \$2. BUCHER ENGRAVING CO., Columbus, Ohio.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

MAIL order business. No interference with other work. We tell how and furnish everything. Part 'rs free. NAT'L INST., P. I. 67, Chicago.

WANTED—Advertisers to know that the News, Sunday and Weekly, has been in existence for 15 years. Sunday, 2 cents a copy; weekly, 50 cents a year. Reaches best homes. Rates 20c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

NOTICE TO BUSINESS MEN.

Take advantage of this offer. Elegantly designed and engraved plate for letter-head, only \$7.50. Sketch submitted on approval—no charge if not accepted. W. MOSELEY, 73 Hill St., Elgin, Ill.

BIG field and big profits for weekly newspaper in the West. Publication is established and successful, but money is needed to extend its scope and field. A rare opportunity for energetic young publisher with \$2,500 capital. "GUIDE," Box 361, Colorado Springs, Colo.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, No. 2 West 14th St., N. Y. Press Clippings for trade journals; all subjects; best facilities.

ADVERTISING AGENCIES.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

MONEY talks and pictures tell the story. We make cuts for 50 cents, cash with order. HEADLIGHT ENG. CO., 81 Fifth Ave., Chicago.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

SPECIAL AGENTS.

H. D. LA COSTE, Special Newspaper Representative, 38 Park Row, New York. Dailies only.

PAPERS that lead in their locality represented by H. D. LA COSTE, 38 Park Row, New York.

MISCELLANEOUS.

ANY boy can make good money retailing Dixiana Root Beer. Large profits made, no capital required. This is no "fake" or you would not see it in PRINTERS' INK. DIXIANA MEDICINE CO., Sheffield, Ala.

COLLECTIONS.

PHILIP L. TIPPETT & CO., Law and Collections, 150 Nassau St., Am. Tract Society Bldg., New York; uptown office, 439 Columbus Ave., bet. 80th and 81st Sts. Correspondents in all the principal cities in the United States, Canada and England. Money returned promptly. No delays. Energetic work. References furnished.

STEREOTYPING MACHINERY.

POTTER JOB STEREOTYPING OUTFIT saves big money, pays for itself in 30 days. Every big printing office should have one. Booklet free. B. F. CURTIS, 150 Worth St., New York.

STEREOTYPE outfits, paper and simplex methods, \$15. White-on-black and Granotype engraving methods, \$5. Book, \$1. Circulars for stamp. H. KAHRS, 240 E. 33d St., New York.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

TROW-WHEATLEY CATALOGUE COMBINATION. Home Life Building, New York. (Factory, 301-213 East 13th St.)

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

ELECTROTYPES.

A GOOD cut inside of two inches square of any subject for 50 cents. Try them. Cash with order. HEADLIGHT ENG. CO., 81 Fifth Ave., Chicago.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., 104 E. 10 Spruce St., New York. Special prices to cash buyers.

YOU can get best results by illustrating your ads. Try our 50-cent cuts. Any subject. Cash with order. HEADLIGHT ENG. CO., 81 Fifth Ave., Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

127 Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

128 For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

129 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

130 Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

131 If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, JUNE 23, 1897.

THE AMERICAN NEWSPAPER DIRECTORY. This publication has appeared regularly since the year 1869. It is something more than a catalogue of newspapers, for in addition to giving the name, size, politics or class, date of establishment and editor and publisher's names, it also conveys the best obtainable information about the circulation of the papers—that is, the number of copies printed—and, in recent years, has permitted the owner of each paper to say whatever he thinks it will pay him to have made known about any peculiar merit his journal may possess that should make it worthy the attention of advertisers. From 1869 to 1877 the American Newspaper Directory appeared annually, and the volume was sold at five dollars. In 1878-9 the book was issued quarterly, and sold for fifty cents a copy. From 1880 to 1896 the Directory appeared annually, and was sold at the original price, five dollars a volume. The issue for 1897 appears June first, and its publishers announce that hereafter it will be reissued quarterly, and each quarterly issue will be sold for five dollars; but announce a further feature, to wit: They will receive annual subscriptions at twenty-five dollars a year; such annual subscribers, in consideration of a payment in advance of that sum, being entitled to receive the four quarterly issues delivered carriage paid, also a subscription to **PRINTERS' INK**, a journal for advertisers, issued weekly by the same publishers, and the further privilege of sending for at will and receiving special reports concerning the character and standing of

any newspaper rated with a circulation of 1,000 or more.

Although the circulation of a newspaper is the only element of value that can be measured, and consequently the only one concerning which the publishers of the Directory can attempt to specify in their printed volume, yet it is well understood on all sides that there are other matters about which it is well for an advertiser to have information before deciding upon the probable value of that paper to him as an advertising medium. Upon these matters the publishers of the Directory, from their long and close study of the subject, can not fail to be possessed of information that can not safely be given in a printed book, but may be conveyed in a private, confidential and privileged communication addressed to a subscriber to the Information Bureau they will hereafter conduct and maintain.

Too positive assertions in an advertisement are apt to have a reactionary effect on the reader.

DON'T stop your advertising because times are dull, for that will make them duller. Besides, the more competitors that leave the field temporarily, the better is it for you during their absence.

In *The Enterprise*, a paper of 7,000 daily circulation, printed in Brockton, Mass.—a place of but little more than 30,000 population—there lately appeared no less than 1,576 want advertisements in six days, and it was not a boom week either. This paper has long been one worth studying—a model of what a daily issued outside of a metropolitan city ought to be.

On Tuesday, June 15, at 12.21 p. m., the editor of the American Newspaper Directory deposited in the New York post-office a circular letter, with return envelope inclosed, addressed to every separate newspaper catalogued in the June issue of the Directory—19,042 in number—advising publishers that the revision for the September Directory was now under way, and that it is the privilege of every paper having a circulation of 1,000 or more for the first six months of 1897 to be rated in Arabic figures if a statement of the fact, in proper form and properly signed, is received in the Directory office on or before July 15.

THE PABST ADVERTISEMENTS.

The most enthusiastic admirer of the Pabst ads is Mr. Oscar E. Binner, of Chicago, who designed them.—PRINTERS' INK, June 2.

CHICAGO, June 4, 1897.

Editor of PRINTERS' INK:

I acknowledge receipt of PRINTERS' INK, issue of June 2, and notice the little send-off you give me on page 35. Surely I have no kick coming for such a conspicuous position.

Why should I not be an enthusiastic admirer of the Pabst designs? It simply shows that I appreciate what my artists are doing for some of our clients.

Don't give me so much publicity. I might feel under obligations to you, for I cannot help but realize what three little lines, top of page, next to reading matter, are worth in a publication like PRINTERS' INK, which I know is read by others as it is read by me, and that is, from first to last page, regularly every week. I don't want you to use this for publication. If you did, I might charge you for the article, at your regular rates of so much a word.

Assuring you, however, that I appreciate this little article, I still remain an admirer of PRINTERS' INK. Yours very truly,

OSCAR E. BINNER.

The Pabst advertising and its illustrations are neither specially good nor bad. They are unlike the ordinary run of advertisements, and on that account are good. They are so large as to be certain to be seen, and on that account are what they should be. The Pabst people had a great business already established and possess ample capital. The style of advertising adopted calls for a great outlay, but any advertising in these times intended to attract all the people requires a heavy investment. The man with five dollars in his pocket may start an advertising success in a little village, and eventually cover all the broad land; but an advertising scheme intended the cover the whole country quickly cannot be successful on an outlay of less than a million dollars, and when one has such a plan in mind something striking about the advertisements is a thing to be desired. The Royal Baking Powder has one style, the *Ladies' Home Journal* another. Ivory Soap has the prettiest advertisements, although Pears' are pretty, too. None of these are more conspicuous than the Binner-Pabst pictures. They are conspicuously black, conspicuously ugly, but—conspicuous; and, after all, the object of an advertisement is to be seen. The Binner-Pabst announcements are not likely to be overlooked. The advertiser may have been fortunate in his artist. The artist was surely lucky to have struck a customer whose pocket-book could stand the expense requisite for placing his black

abominations. On the whole, the Pabst advertisements may be counted good!

IT IS SECOND-CLASS MATTER.

Office of "SOUTHERN RURALIST," }
INTERLACHEN, Fla., June 11, 1897. }

Editor of PRINTERS' INK:

Can you explain to us the grounds on which the inclosed obtains entry at second-class postal rates? Has Massey's Business College a pull with the Post-Office Department? Yours truly, GEO. W. HASTINGS.

Mr. Hastings incloses an advertising sheet of four pages, called *Massey's Business College Journal*, issued by Massey's Business College, of Columbus, Ga., which is entered as second-class matter at that place. Under the law, all publications issued by regularly incorporated institutions of learning, as frequently as four times a year, are second-class matter, whether they be mere advertising sheets or not. They can be intended primarily or wholly to advertise the business of the institutions they represent without arousing the choler of the postal authorities. Hence the advertising sheet which Mr. Hastings incloses is entitled to carriage through the mails at one cent a pound.

NOT IN OUR LINE.

TORONTO, June 7, 1897.

Editor of PRINTERS' INK:

Can you not furnish a larger variety of matter pertaining to "Advertising Managers or Publishers of Newspapers" than has been given of late? Your journal seems to be published entirely in the interests of the advertisers week by week. It is overrun with this character of matter. Kindly remember "there are others." Trusting you will receive my suggestions in the spirit intended, I am, etc., respectfully,

T. W. HUMBLE.

PRINTERS' INK is a journal for advertisers. Advertising managers find in its pages much to interest them; but this is unintentional. To learn how to get 50 cents a line for eight hundred circulation, and other useful secrets, our correspondent should read the "Newspaper Fakir" or the "Fourth Mistake." Some information can also be found in *Newspaperdom* and the *Country Editor*.—[ED. P. I.]

WILL ENCOURAGE THE ADVERTISER.

Every daily paper, no matter how small the town may be, should have an advertising man—a man who will visit his customers every day, take an interest in their store, write their advertisements for them, and do everything in his power to make their advertising more profitable. This will encourage the advertiser, and his advertising bills will be double what they once were.—*Newspaperdom*, New York.

ADVERTISING FOR RETAILERS.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps PRINTERS' INK (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of PRINTERS' INK.

The ridiculous code of ethics has practically ceased to hedge the dentist as it does other members of the medical profession, and now some of the best dentists of this country are large advertisers. The people have more confidence in these successful dentists than they do in the ones who still do business according to the code, and hide their light under a bushel. This will some day be true of the regular practitioner, when the latter outgrows his moss covered, antiquated aversion to the only sensible and logical way of building up a practice.

A correspondent writes:

NEWARK, N. J.

Editor of PRINTERS' INK:

Will you kindly pass judgment on inclosed dental ads which are now appearing in the Newark papers? Isn't there something decidedly refreshing about them in the way of dental advertising? Respectfully yours,

THEO. SHERIDAN.

These ads are very good indeed. Two of them are reproduced here:

The Old-Time Dentist,

with his one or two patients a day, his old-time instruments and appliances, his back-number methods of treatment and his very much out-of-date prices, cannot hope to compete with the Albany Dental Association, whose immense practice enables it to command the services of the most expert Doctors of Dentistry, and thereby to perform the highest grade service for you at prices next to nothing in comparison with the prices the "old-time" dentists charge you.

The Unseen Cavity

—which develops in many a tooth—may be growing larger day by day, but it gives you no worry until the first pain shoots through it. Then your first thought is of having the tooth extracted; but your second thought brings to mind the Albany Dental Association, with its skilled dentists and modern appliances for the painless and faultless filling of teeth and the cure of all tooth ills.

That second thought is comforting.

It is no longer necessary to lose a tooth because it happens to ache. We make it our business to save teeth, and we do it to the entire satisfaction of thousands of the best pleased patrons you ever knew.

Charles J. Zingg, of Farmington, Me., who has entered the ranks of advertisement writers, sends me a booklet he has written for a bicycle firm,

and a card he has manufactured for himself. This matter shows that Mr. Zingg does a great deal better work for other people than he does for himself. I do not like his card. It is a special postal card, with an atrociously drawn figure of a ballet dancer on the address side. It is labeled "Sample of two-color printing—a trifle gay, but all right." There is nothing gay about the figure. The girl—if it is a girl—is not only blind, but is taking snuff for her affliction. The bicycle booklet is better. I do not think, however, that the average bicycle public of Farmington, Me., is well enough acquainted with the advertising of special agents to make it worth while to adapt the well-known phrase of A. Frank Richardson to "Bicycles of Known Reputation." Otherwise the booklet is very well written and tastefully printed.

The relation of printing to advertising must never be forgotten. Good printing has as much to do with effective advertising as a clear enunciation has to do with good speaking. The way you say it comes next to what you say. Printing in advertising must be clear and distinct, whether in advertisements or other printed matter. How much more than that it shall be is a delicate question. I like artistic printing. I am in sympathy with the very best in printing. But advertising is business. Art in type should only go far enough not to overreach the public at which it is aimed. Advertising to reach printers can go a great deal farther along this line than advertising to reach blacksmiths. But every man who reads likes good, plain printing—printing consisting of body type as large as pica Roman and display like that of the De Vinne letters. Personally, I like such letters as Bradley, Abbey text, St. John, and these Florentines—French old styles and Cadmus—but I do not think they are as good for popular advertising as the De Vinnes and old style Romans. I think most people appreciate plainness and distinctness—that they like plenty

of white space, that they prefer antique laid papers, which do not reflect the light like the super-calendered papers. I think very few understand or care for the splendid decorative effects of Will Bradley, who is not and never was an imitator of Aubrey Beardsley or any one else. I like them myself; lots of printers, artists and designers do. But the people who buy clothes of a tailor in a town the size of Springfield, Mass., do not, as a rule.

I said recently of a little folder issued by Haynes & Co., of that city, which showed some of Mr. Bradley's work, that I thought it was too pretty. I said so in view of what I have just said. I have heard from this criticism.

I print the following letter as an annotation of my comment upon this folder. I may add, that if I am wrong I am glad I am wrong in this, and that an artistic announcement like this has really paid for itself. It means that a greater appreciation is coming for artistic printing. Such an announcement would naturally go better in the neighborhood of Springfield, where Mr. Bradley has done much to educate the popular taste, than almost anywhere else. But here is the letter:

"THE COURANT."
HARTFORD, Conn., May 18, 1897.
Editor of PRINTERS' INK:

Judging advertising by results, and I believe that is the standard you favor, you are all wrong about Haynes & Co.'s art circular. Here is the story, briefly:

Mr. Will Bradley got up a folder for Haynes & Co. last year at three times the price any one else would ask for such service. The firm considered, at first, that two-thirds of that money was wasted. The results that folder brought, however, convinced them that it was money well spent, and that's how it happened that Mr. Bradley got an order for another piece of artistic advertising this spring.

It is possible that people like artistic advertising, in spite of the opposition of the so-called experts. Yours truly,

G. L. DICKINSON.

* *

J. GRIBBENS,
Commercial Printer, Chicago.
Editor of PRINTERS' INK:

I inclose some sample ads I prepared for Mr. J. Gribbens of this city. An irresistible desire to ascertain whether an authority like PRINTERS' INK would find any merit in their construction, prompts me to send them to you for criticism.

I have not had very much experience in the writing of ads, and whatever merit the inclosed few may possess is entirely due to a close reading of PRINTERS' INK for the past three years.

It is too early for me to say whether these ads have done Mr. Gribbens any good, but I am firm in the belief that Mr. Gribbens' trade

can be increased by advertising, and, as manager of his printing office, I intend to see whether my reading of PRINTERS' INK has profited me.
S. J. STEINBERG.

The ads are good enough to be reproduced, and some of them will be.

Your Printing

is what I am after. Suppose you bring your work around and let me show you what good work I can do at a reasonable price. I am not the cheapest printer in the vicinity and modesty prevents me from saying that I am the best. But come over and see for yourself whether my printing is good enough and cheap enough to suit you.

JAS. GRIBBENS,

111 W. 43d St., just around the cor. from State.

Don't let your modesty stand in the way of saying anything that is true.

Is Your Business Dull?

Then this is the time to improve it. Don't wait until "something turns up," but turn it up yourself. Remember this—the purpose of advertising is to bring business. The wise business man will advertise as much—if not more—in dull seasons as in busy seasons.

A good and time-honored way of advertising is through circulars. Whether you want to get out something neat to send through the mails or something cheap to throw around, come and see

JAS. GRIBBENS,

111 W. 43d St., just around the cor. from State.

I don't like that expression, "something cheap to throw around." That sort of advertising does not pay, and Mr. Gribbens should not recommend it.

How Is Your Stationery?

Are you nearly out? Look and see—right now; don't wait until you have used up your very last envelope or letter-head or bill-head before you order some more.

Make it a point to order your printing before you have exhausted your supply—so that the printer will have time to turn out a good job. Another good point to bear in mind is that your printing should be taken to

JAS. GRIBBENS,

111 W. 43d St., just around the cor. from State.

A Little Print Shop

Can do as good work as a big one—sometimes better work. Every job in a small office receives the personal attention of those in charge, while in a large office very little consideration is paid to the small work. In my place no job is too small to receive attention and consideration. Come over and see for yourself.

JAS. GRIBBENS,

111 W. 43d St., just around the cor. from State.

* *

If Willner Brothers had taken the following letter to some newspaper

writer, or better still, to a professional adwriter and told him to re-write it, it would have been a good thing. The idea is right, and the facts are right, but the language is painful.

THE GOLDEN EAGLE
ONE PRICE CLOTHING HOUSE,
WILLNER BROS., Props.,
744-752 Main street.
DUBUQUE, Iowa, May 18, 1897.

We learn your boy is soon to make his first communion. You will naturally desire, in order to have him appear his best, suitable new black or dark clothes, a nice stylish hat, a white shirt, etc. We take this liberty of informing you of our big stock and large selection of suitable fabrics we have had brought for your selection. You will not question the price—quality speaks. Let us show you how well he can look in our splendid makes. As a gift, we present the boy with a good linen collar, a suitable white tie, a little handkerchief and a good pair of suspenders. If there are any alterations to make, we will do it nicely and press neatly free of charge. We have had printed and inclosed a price list of these suits only, which we ask you to kindly consider and perhaps make a selection. We remain, yours anxious to please,
WILLNER BROS.

The Bryan Printing Co., of Columbia, S. C., makes a bid for school and college printing, with an attractive booklet. The cover is a heavy paradox or rough linen, printed in black and red. The letterpress should have been set in larger type than brevier; pica would have been better with such a small amount of matter, and it should have been set in narrower measure, leaving broader margins. Nor is it correct to leave page two blank, and print on one side of the paper.

*** READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—Ed. P. I.]

Two Beer Ads.

EACH DROP OF BLATZ BEER,

The Star Milwaukee,

adds a minute to your life. The precious drops, otherwise called "America's Most Exquisite Beer," will be delivered promptly if you drop us an order by postal or telephone.

GILT EDGE

has a color, a clearness, a flavor, a sharpness equaled by no other beer.

Without it Legislative life at the Capital would be incomplete.

It is just as good if not better than two years ago. Its quality has never been cheapened.

For a Tailor.

THE QUALITY

is the first thing to consider in clothing. The price comes next. Quality means good material well made up. It means a good fit; it means good wear; it means a genteel appearance.

Our spring clothing is distinctively quality clothing. The price is only a little more than you would pay for the shoddy goods. But you'll find a vast difference in the wear and looks.

Let us show you those \$7.50, \$10, \$12.50 and \$15 suits. You will hardly look further.

THREE POINTS.

There is a good deal of satisfaction in knowing that your clothes fit you and look well. It is as important as the wearing qualities, and when the three points are combined you have just the kind of clothing we are selling.

Our spring stock was well selected and bought early. We can, therefore, offer you the best in the market. The price is in strict accord with the quality and is the same to all.

Special line of suits for business and professional men.

For a Bicycle.

"I should think that's a wonderful improvement," is what they all say when they examine the crank hanger of the Racycle. It marks a new epoch in the making of bicycles. It makes the Racycle the modern wheel, and if you will examine it you will say so yourself.

If you want a medium-priced wheel, we can sell you one, but it will not be a Racycle. The Racycle is high grade in every particular. It is the only narrow-tread, wide-bearing wheel made. That's what makes the Racycle run easier and wear longer than any other wheel. Examine it.

For a Tailor—(Pitt-Lindsay).

WE KNOW

how close money matters are with most people. We are prepared for close buyers. Values that two or three years ago seemed almost impossible are to-day an actual fact—nearly cut in two. Many are surprised at the line of woollens we offer Suits to measure for. Some even are incredulous. Our leaders:

\$15 AND \$20 SUITS.

For a Drug Store.

We Offer No Bargains in Drugs.

We don't "cut" prices or sell "at cost." We make a profit on everything we sell. If we didn't we couldn't stay in business. Neither could any one else. A druggist who sells at cost is losing money, or he makes an unfair profit on many things to even up on what he loses on one.

That's not our way of doing business.

AN OLD JOURNAL.

The fifth newspaper in age in the country, and the oldest in Massachusetts, which has been published from the beginning with the same name, is the Massachusetts *Spy*, which was started in Boston, July 16, 1770, by Isaiah Thomas, who, as well as Daniel Fowle, who started fourteen years before the Portsmouth (N. H.) *Gazette*, now the oldest newspaper in the country, had been under the ban of the authorities for his denunciation of the oppressive acts of the mother government. On account of articles in the *Spy*, severely criticising the stamp act and other measures, Thomas was obliged to remove his press and types from Boston to Worcester, in which move he acted in co-operation with the advice and assistance of such men as Col. Timothy Bigelow, John Hancock, Gen. Joseph Warren, Samuel Adams, and other leading patriots. Thomas gives the following account of the reasons for his step, which was taken just on the eve of the battles of Lexington and Concord:

It became, at length, apparent to all reflecting men, that hostilities must soon take place between Great Britain and her American Colonies. Thomas had rendered himself very obnoxious to the friends of the British administration, and in consequence the Tories and some of the British soldiery in town openly threatened him with the effects of their resentment. For those and other reasons, he was induced to pack up privately his press and types, and to send them in the night time over Charles River to Charlestown, whence they were conveyed to Worcester. This was just previous to the affair at Lexington. The press and types constituted the whole of the property he saved from the proceeds of five years' labor; the remainder was destroyed or carried off by the followers and adherents of the royal army when it quitted Boston. On the night of April 18, 1775, it was discovered that a considerable number of British troops were embarking in boats on the river near the Common, with the manifest design to destroy the stores collected by the provincials at Concord, 18 miles from Boston; and he was concerned with others in giving the alarm. At daybreak the next morning he crossed over to Charlestown, went to Lexington, and joined the provincial

militia, musket in hand, opposing the king's troops. On the 20th he went to Worcester, opened a printing house, and soon after recommenced the publication of his newspaper, the *Spy*. The Provincial Congress, then assembled at Watertown, proposed that Thomas' press should be removed to that place, but it was finally determined that his press should be moved to Worcester, and that post riders should be established to facilitate an intercourse between that place, Watertown and Cambridge; and at Worcester he continued to print for Congress until a press was established at Cambridge and at Watertown.

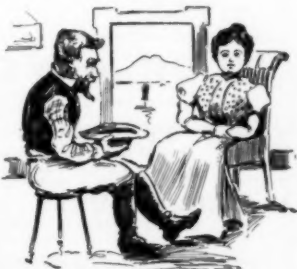
Mr. Thomas printed the first number of the *Spy* in Worcester May 3, 1775. It contained a detailed report of the battles of Lexington and Concord, and other stirring events that had intervened since the last issue in Boston, including the doings of the Provincial Congress then in session at Concord, of which John Hancock was president, with vigorous patriotic appeals to the people to stand up for their rights, also a prospectus of his future operations, with explanation of the reasons for his coming to Worcester. It is natural that the *Spy*, after such a history, should become the organ in Central Massachusetts of the great movement for freedom started in 1848, and should continue to be the exponent of true Republican principles and progressive ideas.—*Newspaper Maker*.

DEFECTIVE EDUCATION.

Isaacstein—I wish I nefer sent that poy of mine to college. He writes that he is head of er ears in debt.

Cohenstein—So? Undt I suppose he don't learn at college even how to make an assignmendt?—*Puck*.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE FARMER'S CALL."

FROM THE NEW MOTHER GOOSE.

Come blow on your horn,
Oh, little Boy Blue,
For now no one else
Will blow it for you.

And those who to-day
Don't blow their own horn,
Are likely to find
A condition forlorn.

—Harper's Bazar.

THE PRETTY PAPERS.

The prettiest papers are not necessarily
the best mediums.—Chas. H. Fletcher.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line.
Must be handed in one week in advance.

MISSOURI.

COVERS the field—St. Joseph HERALD—8,000 d.,
8,000 s., 9,000 w. LA COSTE, New York.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon
paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled
full of live local and general news; no boiler
plate, no fake features, but a legitimate paper
commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny
afternoon paper. Most important daily in
that city, commanding the respect and confi-
dence of readers and advertisers alike, both at
home and abroad. Average circulation covering
every issue 1895, Daily, 8,745; Weekly, 6,600. More
circulation weekly than all the other Binghamton
weeklies combined. THE S. C. BECKWITH
SPECIAL AGENCY, Sole Agts. Foreign Adver-
tising, New York and Chicago.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS,
WEEKLY TIMES NEWS, 14,900 daily, 4,500
weekly. LA COSTE, New York.

YOUNGSTOWN, O., Sunday News; established
15 years; 2 cents a copy; sworn circ'n 4,250
copies. Reaches the best homes. Rates 50c. inch.
Write C. M. SHAFFER & CO., Youngstown, O.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and pow-
erful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for it
self and will make it for you. Thoroughly
up to date, with all modern mechanical appli-
ances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts.
City circulation larger than any newspaper
in Texas. A dividend-paying medium, backed
by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages,
Weekly eight pages, all live, prosperous pa-
pers, published by the Galveston Pub. Co., W. F.
Ladd, Pres.; Chas. Fowler, Vice Pres.; George
Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.;
Clarence Ousley, Editor. S. C. Beckwith Special
Agency, sole agents.

WASHINGTON.

THE "P-I."

SEATTLE POST-INTELLIGENCER.
Largest circulation in the State.

WEST VIRGINIA.

WHEELING NEWS, 7,500 daily. Only evening
paper in city of 40,000. LA COSTE, N. Y.

Displayed Advertisements.

Must be handed in one week in advance.

50 cents a line; \$100 a page; 25 per cent
extra for specified position—if granted.

STAMPS FOR COLLECTIONS—Send
for lists. E. T. PARKER, Bethlehem, Pa.

• **Walter C. Swart** •

• **Advertising** •

• **Agent ...** •

• Placing advertise- • Any advertise-
• ments for insur- • ments placed
• ance companies • anywhere, any
• and agents a spe- • time, for reli-
• cialty. • able people. •

• **P. O. Box 830** •

• **128 Wall Street** •

• **Schenectady, N.Y.** •

YOUR ADVERTISEMENT

Inserted in a first-class daily newspaper is the
most effective way of reaching a given section.

THE ST. JOSEPH HERALD

Is the leading family newspaper in Northwestern Missouri,
with a circulation of 8,000 Daily, 8,000 Sunday, 9,000 Weekly.
It offers the means of obtaining

SURE RESULTS

In the way of extending the sale of your goods among the
families of this locality.

Any information regarding advertising of H. D. LA COSTE,
38 Park Row, New York, Eastern Manager.

It is the only one —

The Agent's Guide

New York,

has the honor of being the only true Agent's Paper published in the whole world

Completed its One Hundredth successful month with the April issue.

It pays advertisers wanting Agents or mail orders. That's why hundreds use its columns year after year.

Advertising 50 cents per line agate, or 40 cents on yearly orders; cash monthly in advance, or send through any reliable agency.

It is worth your while to send a quarter, for a full year's subscription. Address

AGENT'S GUIDE,

P. O. Box 434,

New York.

Post-Office Statements.

They give Campbell's Soil Culture and Farm Journal over 10,000 circulation. Since February 1, 1897, we have the documents for not lower than 10,000. They show as high as 10,777, lowest 10,000.

Our sworn circulation in the American Newspaper Directory for 1896 is 1,529. The paper at that time was known as Western Soil Culture. It was under a different management, and claimed 15,000. We changed the name and figured the honest, actual circulation from the printer's statements.

Campbell's Soil Culture is edited by the great agricultural authority of the west, H. W. Campbell, originator of the Campbell Method. It teaches the farmers of the Northwest how to raise crops in spite of drought. ITS SPECIALTY MAKES ITS SPACE VALUABLE.

Mr. Campbell has supervision of over 40 experimental farms under his method in the Dakotas, Nebraska and Kansas this season.

Semi-monthly; subscription, \$1.00 per year.

PUBLISHED BY THE

CAMPBELL PUBLISHING CO.,

Sioux City, Iowa.

"New England's Family Paper."

...THE...

Portland Transcript

The average circulation of the TRANSCRIPT in 1896 was

23,472.

More than one-half of the TRANSCRIPT's readers live in Maine; nine-tenths of them live in New England.

Draw Your Own Conclusions.

Will it pay you to advertise in a paper of literary merit, the favorite of 23,400 New England households?

The Cost is Moderate.

A 4-inch ad costs \$163.80 for six months. The same ad next pure reading matter costs \$180.18. Why not write us?

TRANSCRIPT CO.

Portland,

Maine.

Your desire

is to produce your paper
Rapidly,
Conveniently,
Economically.

Our aim

is to build a press which
will more perfectly fulfill
these conditions than any
other machines.

The result is the
"New Model" Web, or
the "Multipress," each
in its line the most profitable machine to buy.

The Campbell Co.,

6 Madison Avenue, New York
334 Dearborn Street, Chicago



BIG CHOP IN RATES

I WILL make a cash discount of 20 per cent and call all trial orders, accompanied by cash,

\$2.40 AN AGATE LINE

for the July edition only of **LANE'S LIST** of over 625,000 copies, sent to individual addresses. Closes July 6th.

Send me a postal card for full particulars.

WALTER D. STINSON,
AUGUSTA, MAINE.

THE TIMES-UNION

has a larger paid circulation than all the other Albany dailies combined.

**BOOKS OPEN
TO ALL.**

Consequently it is the best advertising medium in the Capital City.

JOHN H. FARRELL,

Editor
and Proprietor

Albany, New York.

Trade Papers



I HAVE received letters from three trade papers regarding the setting of advertisements. I expect to receive orders from each.

There are more than three trade papers in this country whose ads can be improved typographically. I know it. So does the publisher of every trade paper in the United States.

I want to correspond with every publisher of a trade paper. I honestly believe I can improve his paper typographically, and thereby increase his advertising patronage.

My system is plain. You send me the copy.

I mail a proof of each advertisement the day it is received, and ship the electrotypes upon the day following the receipt of O. K. proof.

By this arrangement every publisher can figure out for himself just how many days ahead he wants to let me have copy.

My terms are the same to all and will be furnished on application.

WM. JOHNSTON,

Manager Printers' Ink Press.
10 Spruce St., New York.

Volume XI.

Number 12.

Constant in its influence.
Unceasing in its efforts.

Special Advertising

OF PARTICULAR THINGS
BRINGS SPECIAL PRIVILEGES

in Select Mediums

— The Mason
Identify yourself with His Family

The American Towler

The Largest General Circulation of
any Masonic Magazine in the World.

DETROIT, MICH. CHICAGO, ILL.
LONDON, ENG.

Make . . .
Advertising
Pay



THE

Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896
to no less than

15,035 Families

in the wealthy suburban popula-
tion of Hudson County.

The MEDIUM that reaches
15,035 families must pay
advertisers.

THE AMERICAN NEWSPAPER DIRECTORY for 1897
credits the

Wheeling News

with a greater
circulation than any other West Virginia Daily.

WE GUARANTEE A **7,500** DAILY AND
CIRCULATION OF SUNDAY.

There are many features in connection with this paper
that appeal to advertisers —

It has the largest circulation of any Daily in West Virginia.
It is the only Evening paper in Wheeling.
It carries more advertising than any other Daily in this city.

8 PAGES DAILY. 20 PAGES SUNDAY.

Favorable rates for advertising of the home office, or

**38 Park Row, H. D. LA COSTE, Eastern
NEW YORK. Manager.**

36,805 • 48,037

The above figures represent the actual average circulation of our Daily and Sunday editions respectively for the month of May.

We Do Not Claim

that this circulation reaches the entire population of Detroit and Michigan,

But We Do Claim

(AND JUSTLY, TOO)

that our paper is delivered to the **Homes and Business Places** of a majority of all classes, and that it is read by **nearly all** of the **Purchasers** throughout the City and State.

Are you reaching out for increased trade? If so, **Create a Demand** for your products by the use of THE DETROIT FREE PRESS advertising columns, at a cost of less than one-third of a cent a line per thousand circulation, with discount off for space or time contract.

Further information, sample copies, etc., will be sent upon application.

THE DETROIT FREE PRESS, Detroit, Mich.

R. A. CRAIG, Mgr. Eastern Office,
41 Times Building, New York City.

HARD vs. EASY.

The trade of farmers is desirable. It is a safe trade to have. Agricultural papers are the papers from which to get this trade. But what agricultural paper should you use? If your goods will not sell in Massachusetts, but will sell in Mississippi, Mississippi is the territory you want to work.

There is no use in selling goods "hard" when you can sell them "easy." An easy way to sell them is through the AMERICAN AGRICULTURIST Weekly. Pick out the edition best suited to your wants and give it a trial.

**AMERICAN
AGRICULTURIST**
NEW YORK.

Circulation, 72,000,

Covering the Middle
and Southern States.

FARMER
WESTERN EDITION,
CHICAGO.

Circulation, 57,000,

Covering the Central
and Western States.

**THE
NEW-ENGLAND
HOMESTEAD**
EASTERN EDITION,
SPRINGFIELD, MASS.

Circulation, 36,000,

Covering the
New England States.

The Total Circulation Is

—EACH **165,000** WEEK.—

Orange Judd Company,

NEW YORK,
32 Lafayette Place.

CHICAGO,
Marquette Bldg.

SPRINGFIELD, MASS.,
27 Worthington St.

A Careful Investigation

Will convince every one that under
the New Management

THE CHICAGO DISPATCH

is one of the CLEANEST, BRIGHTEST and PRO-
GRESSIVE Newspapers of the day.

OLD METHODS
OLD POLICY
OLD IDEAS
OLD PRINCIPLES



HAVE BEEN
OBLITERATED.

ITS AIM NOW IS TO PRINT

All the News that is Wholesome.

NOTHING MORE, NOTHING LESS.

ADVERTISERS will now find **THE DISPATCH**
read in a great majority of the
HOMES, OFFICES, BUSINESS HOUSES and FACTORIES, and on
ALL the TRAINS and STREET CARS in and about CHICAGO.

Eastern Office:
517 TEMPLE COURT,
New York.

HOME OFFICE:
115-117 Fifth Avenue,
CHICAGO.

Largest circulation of any
paper in Kansas and
Oklahoma.

The Wichita Daily Eagle

Established 1872.

Published for the people
of Kansas and Oklahoma.

No daily journal in the
United States covers its
territory more thoroughly
and satisfactorily than
THE EAGLE.

R. P. MURDOCK, Bus. Mgr.



Tribune Building, N. Y.

The Rookery, Chicago.

The JOURNAL is the only paper in the South that prints a daily statement of its actual circulation. The register on its press is open to the inspection of everybody. :: ::

Atlanta Journal

Over Half a Million a Month.

Circulation of The Atlanta Journal During April, 1897:

April 1,	Counter register.....	21,540
April 2,	Counter register.....	21,470
April 3,	Counter register.....	22,540
April 5,	Counter register.....	22,820
April 6,	Counter register.....	22,040
April 7,	Counter register.....	22,210
April 8,	Counter register.....	23,880
April 9,	Counter register.....	22,220
April 10,	Counter register.....	23,680
April 12,	Counter register.....	22,350
April 13,	Counter register.....	22,250
April 14,	Counter register.....	22,680
April 15,	Counter register.....	22,810
April 16,	Counter register.....	22,800
April 17,	Counter register.....	23,530
April 19,	Counter register.....	22,900
April 20,	Counter register.....	22,110
April 21,	Counter register.....	22,460
April 22,	Counter register.....	22,540
April 23,	Counter register.....	22,510
April 24,	Counter register.....	23,330
April 26,	Counter register.....	22,210
April 27,	Counter register.....	22,570
April 28,	Counter register.....	22,200
April 29,	Counter register.....	22,070
April 30,	Counter register.....	22,230

Total..... 588,040

AVERAGE PER DAY . . 22,617

This is the largest circulation of any newspaper, morning or evening, between Baltimore and New Orleans.

THE ATLANTA JOURNAL.

HOKE SMITH, President.

H. H. CABANISS, Manager.





“Being a traveling man, and compelled to drink all kinds of water and eat all kinds of food, I find R·I·P·A·N·S TABULES the best aid to digestion I have ever tried.”

Uncle Sam's Guarantee



FARM NEWS

Wrapped, ready for
the mail, each
weighs a fraction
less than 1-10 pound

This receipt shows that
31,192 pounds of FARM
NEWS were mailed at the
Springfield post-office dur-
ing the first four months of
the year—or, at a fraction
over ten papers to the pound,
a total of 316,860 copies, an
average of 79,215 copies per
month, which, with the
copies distributed by our
numerous subscription solici-
tors, brings the average
above the 80,000 monthly
guaranteed by the publishers

Every copy of
FARM NEWS goes
to intelligent
readers.

Its subscribers are well-
to-do farmers, the heads of
families, people who have
money to spend for the de-
sirable things of life. They
have faith in FARM
NEWS and its advertisers.
You can have their confi-
dence and trade for the
asking.

\$3 11 92

Post Office at Springfield Ohio
No. 234 Date May 1, 1897
Publication or News Agent Thos. D. Wallace for Jan.
Feb. Mar. and April 31192 pounds at 1 cent a pound.

Received the above amount in full prepayment of postage.

Thos. D. Wallace, Postmaster.
By O.

This copy is for
the Publisher or
News Agent

The Hosterman Pub. Co.

1227 American Tract Soc. Bldg., New York.
50 Hampshire Block, Chicago.

Springfield, Ohio.

A Real Black Ink.

WASHINGTON, D. C., May 10, 1897.

Printers Ink Jonson, 8 Spruce Street, New York City:

DEAR SIR—Inclosed find check for \$20, for which ship us at once five hundred pounds of black news ink, to be used on the inclosed paper. We wish a good quality and a real black ink. Since sending you the other order we have been trying Mr. Ullman's ink, but we find that your ink that you sent us last takes better on the paper that we use.

Hoping you will give this your immediate attention, we are,
Very truly yours,

WASHINGTON, D. C., June 11, 1897.

Printers Ink Jonson, 8 Spruce Street, New York City:

DEAR SIR—Inclosed find check for \$20, for which ship us at once five hundred pounds of black news ink the same as you sent under our order dated May 10th. We were very much pleased with the ink shipped us under that order, and we desire the same quality—a real black ink.

Hoping you will give this your immediate attention, we remain,
Yours very truly,

When I started in the ink business about three years ago there was not a newspaper in the country, with the possible exception of one (a New York daily), that was not paying more than 4 cents a lb. for news ink. To-day, any publisher who pays more than 4 cents a lb. in 500 lb. barrels is allowing his prejudice to stand in the way of his pocket. All of my competitors have met my prices, and are giving unlimited credit as an inducement. My prices still remain the same, and if the cash does not come with the order, I hold on to the ink. I employ no agents. I keep no books. I make no bad debts. I give my customers the benefit in the quality of my inks. If my goods are not found satisfactory, I buy them back and pay all freight or express charges.

Send for my price list. Address

Printers Ink Jonson

8 SPRUCE ST., NEW YORK.

A LEADER 

in the "Crescent City."

New Orleans States.

Actual Average Circulation during 1896—

Daily, 13,557

Semi-Weekly, 5,914 each part.

The Daily States was established about 18 years ago with the view of giving New Orleans what it had never had, a first-class afternoon paper of high grade. Circulating in homes and houses in the city of New Orleans and suburban territory, it is one of the best of all possible mediums.

THE DAILY STATES PUBLISHING CO.,

New Orleans, La.

Capt. J. PINCKNEY SMITH, Manager.
H. J. HEARSEY, Editor.



Out of Print

The entire June edition of the AMERICAN NEWSPAPER DIRECTORY has been sold.

The next edition, revised and corrected, will be *issued September 1st*. Price \$5, delivered carriage paid.

For \$25, paid strictly in advance, advertisers or others may become subscribers for and members of the AMERICAN NEWSPAPER DIRECTORY's **Confidential Information Bureau**. The said subscription carries with it a right to receive (carriage paid) a copy of each quarterly issue of the AMERICAN NEWSPAPER DIRECTORY (4 vols. per year), also an annual subscription to PRINTERS' INK, a journal for advertisers (issued weekly), and the further right to ask for and receive at pleasure confidential reports concerning the circulation or character of any American newspaper credited with issuing regularly so many as 1,000 copies. Such confidential reports will be supplied to subscribers whenever called for.

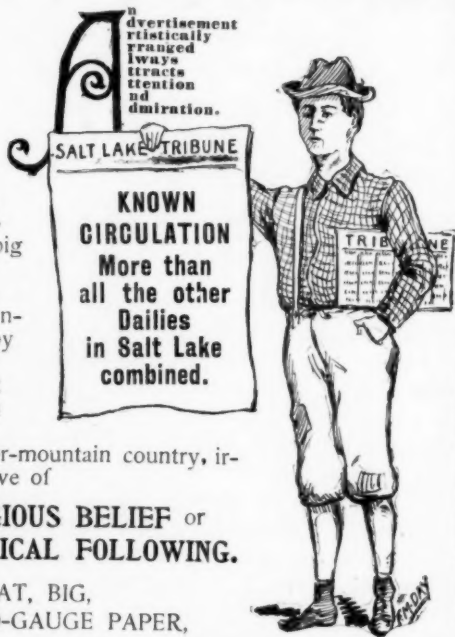
For further information address

GEO. P. ROWELL & CO., Publishers of
AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,
No. 10 Spruce Street, New York.

From the Chicago (Ill.) Daily News, August, 1880:

Messrs. Geo. P. Rowell & Co.'s *American Newspaper Directory* has long since earned the reputation of being the best of its character. It contains the results of patient, expensive and systematic effort to secure all attainable information of interest concerning American Newspapers. The work has been honestly done. This will not be questioned by any unprejudiced examiner. The most important question is circulation. In attempting to give this information the Editor of the Directory encounters his most difficult work. As a rule, newspaper publishers lie, directly or indirectly, concerning the circulations of their papers. It is the aim and necessity of the Directory to give the truth instead. The result of this difference of purpose is inevitable—a great deal of criticism and abuse from publishers whose untruthful statements have not been accepted by the Editor of the Directory. The attacks of papers of this class upon the corrections of the Directory have, however, been unsuccessful in affecting general confidence in the character of the work, and Geo. P. Rowell & Co.'s *American Newspaper Directory* is to-day the dependence and guide, in a greater or less degree, of every large advertiser in the country.

A Power in the Land



A BIG CLAIM, but a big fact, known and conceded by every resident of Utah and the inter-mountain country, irrespective of

RELIGIOUS BELIEF or POLITICAL FOLLOWING.

A GREAT, BIG, BROAD-GAUGE PAPER,

with modern appliances and enterprising ideas, meeting the wants of an exacting people. Everybody in Utah, Idaho, Montana, Nevada and Wyoming reads the **TRIBUNE**. The paper you see on all news-stands, in all hotels, on all trains:

Salt Lake Tribune



THE S.C. BECKWITH SPECIAL AGENCY



It's now running !



WE refer to the trolley car on the floor of our show-room. This is a full-sized, electrically equipped street car, built by the J. G. Brill Co., motor, controller and trolley by the Walker Mfg. Co., and electric heaters by the H. W. Johns Co.

Street Car Advertising :: ::

as we alone do it is practically shown. Cards are changed daily. Superiority of our method of display over all others is exemplified. Call in and see the motor work, look at the finest advertising show-room on earth, and get reliable information on Street Car Advertising from those who know how to place it properly.

GEO. KISSAM & CO.

253 Broadway,
New York.

When you are
thinking of advertising
in the

Street Cars —

don't forget

- That we control the
largest and
best list of cities,
- That we only
place advertising in cities
outside of our own
where reliable service
is assured,
- That you are dealing with
a concern the oldest,
greatest and most reliable
in the business, and
- That you'll get fair rates
for honest service.

GEO. KISSAM & CO.

253 Broadway, New York.

WE ••••

were the pioneers of real
Elevated Railroad Advertising
and placed the
large racks in the

Brooklyn •••• "L"

because our years of
practical experience in advertising
had demonstrated that
any card less than 16 x 24 inches
in a car about forty feet long
would not
give an adequate display.
We have been
imitated and followed — but
somehow they don't "get there."
The Brooklyn "L"
beats 'em all and always will —
lowest rates, too.

GEO. KISSAM & CO.

253 Broadway, New York.

It is like this

An advertising agency is useful to the extent that it understands a customer's needs and has the ability to formulate and successfully carry out an intelligent and practical plan to provide for them.

It requires one with experience, capital and abundant equipment, individual supervision of all details, supplemented by well organized departments with trained skill in each, to accomplish that which every advertiser is entitled to, *i. e.*, the very best service for his money.

With 30 years' experience for our guidance and superior facilities at our disposal, we solicit large or small orders for all publications in the United States or Canada.

Advertisers may through us save time and money and secure the best results.

The Geo. P. Rowell Advertising Co.

10 Spruce Street, New York.